

NEWS RELEASE

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Iowa Finance Authority, Iowa Association of Realtors®, Iowa Home Ownership Education Project and Iowa Mortgage Association Partner with Council Bluffs Area Realtors and Lenders to Encourage Participation in Summer Homeownership Contest

Council Bluffs Home Sales on the Rise, Contest Aims to Spur them Further

COUNCIL BLUFFS – The Iowa Finance Authority, Iowa Association of Realtors®, Iowa Home Ownership Education Project and the Iowa Mortgage Association have teamed up with Council Bluffs area lenders and Realtors to promote The Meaning of Homeownership: Under Construction Contest. This joint effort between lenders and Realtors® highlights the increasing Council Bluffs area home sale trends, including a three percent increase in homes sales over last year and offers Council Bluffs area residents a chance at winning a \$2,500 gift card.

“This contest is a fun way to raise awareness of the benefits of homeownership as national homeownership month approaches in June,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Council Bluffs area lenders and Realtors® and take advantage of this opportunity to educate Iowans about the homeownership programs that the Iowa Finance Authority offers.”

“The Iowa Association of Realtors® nearly 6,200 Realtor® members across the state are professionals who follow a strict code of ethical guidelines, and help people realize their homeownership dreams every day in communities throughout Iowa. IAR is pleased to participate in this contest, which is an innovative and exciting opportunity to interact with Iowans and remind them of the many benefits of homeownership,” said Dave Bert, CEO of the Iowa Association of Realtors®.

The social media contest consists of Iowa mortgage lenders, housing counselors and Realtors® asking their clients to show-off do-it-yourself home projects. Participants will write a short phrase or word on a memo board and snap a photo for the entry. The contestant with the most votes in the Facebook contest will win a \$2,500 gift card. Council Bluffs area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at IowaFinanceAuthority.gov/Contest.

“Home sales are on the rise in Southwest Iowa, we have seen an outstanding twenty five percent increase in home sales this April over April of 2012,” said Bonnie Waters, President of the Southwest Iowa Association of Realtors®. “We’re eager to have Council Bluffs Realtors, lenders and housing counselors participate in this fun contest to get Council Bluffs residents motivated to get out and see what is on the market.”

Contest entries will be voted on by the public July 1-12 at Facebook.com/MeaningofHomeownership. The entry with the most votes will receive a \$2,500 gift card and the lender and Realtor® with the most combined votes will each receive a \$2,500 community betterment grant.

The Iowa Finance Authority, Iowa Association of Realtors® and the Iowa Home Ownership Education Project are also partnering to bring free educational home buyer sessions to Council Bluffs on Wednesday, May 22 at the Council Bluffs Public Library. The session will be offered at 6:00 p.m. - 7:00 p.m. and 7:30 p.m. - 8:30 p.m. Attendees are asked to RSVP at IowaFinanceAuthority.gov/Registration.